

School of Journalism & Broadcasting
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Executive Summary (full report available upon request)

Degree Programs Assessed	Assessment Methods	Number of Individuals Assessed
MS/Mass Communications	1. Course Evaluations – Stillwater and Tulsa	23
	2. Graduates	8
	3. Creative Component	4
	4. Thesis/Dissertation	4

Analysis and Findings:

1. Course evaluation forms were used to gather information on student satisfaction with graduate courses in Mass Communications master’s degree program. A total of 23 course evaluations were collected among graduate students. The written comments indicate overall satisfaction with the program.

One primary concern emerged from course evaluations at the Tulsa campus was course rotation. Even though many graduate students on an urban campus such as Tulsa take longer to complete their degree work (as much as four years in many cases) they are concerned that not every course they need is offered every semester, and therefore complicates their scheduling. Efforts are being made to address this issue, but low enrollments at the Tulsa campus preclude the scheduling of graduate courses every semester.

2. Eight students earned the MS degree in Mass Communication during the 2002-2003 school year. Three students completed the program during the fall semester and graduated in December; five students graduated in May. All eight students who graduated plan to utilize their degree in the immediate future. Three of students are professionals who worked full-time while earning their degree and plan to move up in their respective companies. Three of the graduates have been accepted into Ph.D. programs. One of the students accepted a job with the Legislature, and one student is planning to teach.
3. Four students completed the Creative Component sequence during the school year.
4. Four students defended their theses during the school year.

Uses of assessment Results:

- ◆ Graduate students are mentored and encouraged to submit articles and make formal presentations on their research to state, regional and national mass media journals and conferences. During this school year, one Mass Communication master’s student presented a paper at the annual Southeast Regional Colloquium of students and faculty of mass communication.
- ◆ A limited amount of funding is provided in order to assist students in attending such conferences, and to encourage others to do so in the future.
- ◆ The one-hour course MC 5651 “Intro to Mass Communications” was taught at both the Stillwater and Tulsa campuses simultaneously. The instructor held class at the Stillwater campus and broadcasted to students at the Tulsa campus. Students at both locations could ask questions and make comments by speaking into a microphone so that everyone could hear. Based on student evaluations, OSU Tulsa students were dissatisfied with the course being presented this way. They expressed a desire to have more face-to-face communication with the instructor. As a result, beginning the 2003 fall semester the instructor will alternate campuses each week, teaching in Stillwater one week and Tulsa the next.

- ◆ Following an assessment of the time management habits of students, a Graduate Advising Agreement has been created. This agreement includes a detailed timeline to help keep students on track for completing all the steps of their master's degree in a smooth and timely sequence. The timeline will be established for each individual student, based on the total amount of time the student expects to require, depending on outside employment and other similar variables. The agreement will outline the expectations for both students and faculty in terms of timeliness of work performed and frequency of counseling during each stage of the sequence.
- ◆ Students preparing for teaching careers in higher education expressed a strong interest in the development of structured programs to provide supervised teaching experiences. Such practical experience is now required of graduate students contemplating a teaching career, and three students received such supervised experience during the 2002-2003 school year.
- ◆ The Graduate Faculty regularly conducts an on-going curriculum review. No curriculum changes took place during this school year.